



Press release

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For Immediate Release
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White Horse Will Present at Online Marketing Summits and Shop.org

Industry experts from White Horse, a digital agency specializing in media convergence, will share Web 2.0 insights at two upcoming conferences. White Horse focuses on understanding a brand's key audiences to build convergence points between the user and the brand.

Portland, Ore. August 11, 2008— White Horse, a leading digital agency, announced that its leading strategists will be speaking at three upcoming industry events.

White Horse is presenting at two Online Marketing Summit (OMS) Regional Tour events. The summits, which attract 100–200 people per city, offer sessions led by industry experts to help online marketing executives evolve their approaches and programs. Eric Anderson, Director of Agency Services, spoke at the OMS Seattle event on August 7 and Jen Modarelli, CEO, is speaking at the [OMS Denver Summit on August 14](#).

Anderson led a session exploring *The Rise of the User: How User-Generated Content is Transforming Integrated Marketing*. *The Rise of the User* offered an insightful perspective on how online user-generated content constitutes an evolutionary step in integrated marketing as well-established brands deepen their relationship with consumers by ceding a degree of brand control.

Ms. Modarelli will speak on *Becoming a Persona-Led Organization*. The presentation will offer a primer on the role of personas in developing end-to-end integrated marketing strategies.

Leveraging its deep expertise in the retail sector, White Horse, Columbia Sportswear's online agency of record, will also moderate a roundtable at the [Shop.org Annual Summit](#) in Las Vegas September 15–17. Shop.org attracts more than 2,000 online and multichannel retailers and their service partners for the annual summit and is part of the National Retail Federation.

Ms. Modarelli spoke earlier this year at ExactTarget's Route 1 to 1: the [New eMarketing Essentials seminar in Seattle](#), which White Horse sponsored. She discussed a successful e-mail customization strategy for the Columbia Sportswear e-newsletter.



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About White Horse

Founded in 1980, White Horse is a privately held digital agency with headquarters in Portland, Ore. [Marketing Sherpa](#) recently inducted the company into its 2008 Viral Hall of Fame recognized a user-generated content (UGC) promotion White Horse created for Columbia Sportswear. Forrester Research has also identified the agency as one of the top five Web design agencies in the nation that uses personas to inform Web marketing and Web design. White Horse's client roster includes global, national, and regional clients, including Columbia Sportswear, Mountain Hardwear, Celestial Seasonings, KinderCare, and Nike. The agency specializes in B2B and B2C Web marketing for retail and consumer brands, healthcare, and B2B companies. Its services include Web strategy, social media marketing, Web advertising and media buying, Web promotions, e-mail marketing, Web site design, Web development, and usability.

For more information, visit www.whitehorse.com or call 1-877-471-4200.

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